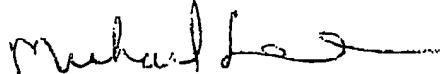


REMARKS

Claim 6 has been added. Claim 6 has the same as claim 1 with the added limitation that the sales model is based on Bayesian modeling. Bayesian modeling is discussed on page 60, line 19, of the application. The additional limitation of claim 7 discussing Bayesian modeling as "Bayesian Shrinkage" Modeling is discussed on page 60, line 19, of the application. The additional limitation of claim 8 that the Bayesian Shrinkage model is a multi-stage model is shown on page 63, line 11, and page 69, line 4, indicating that the modeling is done in two stages. The additional limitation of claim 9 that the econometric engine provides demand coefficients to the optimization engine and that the demand coefficients are used for estimating demand given market conditions is discussed in the application on page 9, line 21, and page 10, lines 2-3. The additional limitation of claim 10 that the market conditions include a price point is described in the application on page 10, lines 1-2. The additional limitation of claim 11 that the econometric engine divides the plurality of products into a plurality of demand groups, where at least one of the demand groups has at least two products in the at least one demand group is disclosed in claim 5 and on page 13, lines 14-17. The additional limitation of claim 12 that the econometric engine generates a market share model for each of the products in the demand groups is discussed in the application on page 70, lines 1-5. The additional limitation of claim 13 that the econometric engine determines a sales model for each demand group so that the optimization engine is able to calculate demand for said products by multiplying the market share model for said products with the sales model for the demand group to which the product belongs is discussed in the application on page 60, lines 5-13.

Respectfully submitted,

BEYER WEAVER & THOMAS, LLP



Michael Lee
Registration No. 31,846

P.O. Box 778
Berkeley, CA 94704-0778
Telephone: (831) 655-2300